

# MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



## 24<sup>th</sup> MSPA Europe/Africa conference

### THE HUMAN ASSET

- Driving Operational Excellence -  
Recognising the Value of People, Process and Technology

23 - 25 May 2023

GRANDE REAL SANTA EULALIA HOTEL & RESORT, ALBUFEIRA PORTUGAL



# THE HUMAN ASSET - DRIVING OPERATIONAL EXCELLENCE

## TUESDAY MAY 23<sup>RD</sup> - Welcome

- 17.30 – 18.45 **New Members / First time attendants** Session (By invitation only) - room ALBUFEIRA
- 19.00 – 21.30 **Registration and WELCOME reception/dinner** at the REAL TERRACE of the Grande Real Santa Eulalia Hotel & Resort. Dinner will be served at 19.30 hrs. (Pre registration via the registration form is required)

## WEDNESDAY MAY 24<sup>TH</sup> – Day One Programme

- 09:00 – 09.10 Doors open
- 09.10 – 09:45 **Kickoff – THE HUMAN ASSET**  
Luis Duarte - President MSPA Europe/Africa & CEO at More Results - Portugal
- 09:45 – 10.30 **The mirror never lies... Reflect, Re-invent and Re-energise**  
Jocelyn Rebbens, The Economic Psychologist - ReBBels
- 10.30 – 11.05 **Coffee break**
- 11.05 – 11.10 **The Case Study Hour**  
Hosted by Jill Spencer, Past President MSPA EA & MSPA Global Chair
- 11.10 – 11.30 **Put Your TEAM First - Always! Show you CARE and mean it... (Case Study)**  
Emma Harte, CEO of Customer Perceptions - Ireland
- 11.30 – 11.50 **Organisational Agility - Work Faster, Smarter & Leaner (Case Study)**  
Anita Nestorova, CEO of Workaround - Bulgaria
- 11.50 – 12.10 **Diversify with Dedication and Difference (Case Study)**  
Jeno Zsiga, General Manager of Bare International - Hungary
- 12.10 – 12.30 **Creating World Class B2B Mystery Shopping Experiences (Case Study)**  
Carlos Gonçalves, CEO of Avila Spaces - Portugal
- 12.30 – 12.45 **Rapid Q&A with the audience!**
- 12.45 – 14.15 Lunches

### 14.15 – 15.30 OPEN DIALOGUE – THE CONNECT, LEARN AND SHARE ZONE - 1

#### PROPOSITION ZONE

How will you use data to drive your business? Why do you need to change? What do you need to change in your proposition?

Room – LISBOA

#### PEOPLE ZONE

What are the global trends in our market? Where are the opportunities? How does MS increase relevance?

Room - ALBUFEIRA I

#### INNOVATION ZONE

Why buy Mystery Shopping in the market today? How does the MSPA provide credibility? How do you make the ROI Case?

Room - ALBUFEIRA II

- 15.30 – 16.00 **Vendor Show & Networking & Time to schedule your meeting**  
A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.
- 16.00 – 19:00 **Visiting the Winery "Quinta do Canhoto" - Optional event (pre-registration was required!)**
- 19.30 – 21.30 **Informal dinner at the REAL COZINHA RESTAURANT** - Grande Real Santa Eulalia Hotel & Resort



After a whole day of activities, you might want to relax by not having to search the city looking for a restaurant...Considering that, and also because we know you want to make the most of network opportunities, we have organized an informal dinner buffet right here at the Grande Real Santa Eulalia Hotel & Resort between 19.30-21.30 hrs.

This event is included in the full conference package; additional guests need to pre-register to attend! A limited drinks during dinner are included.

## THURSDAY MAY 25<sup>TH</sup> – Day Two Programme

09.15 – 09.30	Doors open
09.30 – 09.35	<b>Welcome Back - 2nd Day</b> Vaclav Šojdel – Vice-President MSPA Europe/Africa & Director at Market Vision – Czech Republic
09.35 – 10.00	<b>AREAS and Customer Centricity</b> - How businesses rely on CX studies and Mystery Shopping to make their operational teams more customer centric David Butruille, Head of international programmes of Qualimetrie - France
10:00 – 10.30	<b>MSPA Vox Pops From Around the World</b> – Essential news for all members from around the world, with updates from representatives in Europe, Africa, The Americas, Asia/Pacific. Vaclav Šojdel – Vice-President MSPA Europe/Africa & Director at Market Vision – Czech Republic
10.30 – 11.05	<b>Coffee break</b> <b>The Case Study Hour</b>
11.05 – 11.10	Hosted by Jill Spencer, Past President MSPA EA & MSPA Global Chair
11.10 – 11.30	<b>Actions, Feelings and Outcomes - The Experience Trinity (Case Study)</b> David Hopkins, Managing Director & Founder - Proinsight – United Kingdom
11.30 – 11.50	<b>Take every opportunity! How to give your current work a face lift and innovate. (Case Study)</b> Izabela Remba, Director of Operations, co-owner of Stratega Poland and CEE
11.50 – 12.10	<b>How web chat can make or break the customer relationship. (Case Study)</b> Lina Schölin, CEO at Better Business - Sweden
12.10 – 12.45	<b>Rapid Q&amp;A with the audience!</b>
12.45 – 14.15	Lunches

### 14.15 – 15.20 OPEN DIALOGUE – THE CONNECT, LEARN AND SHARE ZONE - 2

#### PROPOSITION ZONE

How will you use data to drive your business? Why do you need to change? What do you need to change in your proposition?

Room – LISBOA

#### PEOPLE ZONE

What are the global trends in our market? Where are the opportunities? How does MS increase relevance?

Room - ALBUFEIRA I

#### INNOVATION ZONE

Why buy Mystery Shopping in the market today? How does the MSPA provide credibility? How do you make the ROI Case?

Room - ALBUFEIRA II

15.25 – 15.50	<b>Brands and Business. Constant innovation, lessons learned.</b> Stefaan Vandroogenbroeck, CEO Multi-Value & Founder TLS – Belgium/France
15.50 – 16.00	<b>Conference Wrap Up</b>
16:00 – 16.30	<b>Vendor Show &amp; Networking &amp; Time to schedule your meeting</b> A good time for networking with members from over 50 countries and to speak with the main software providers about the new trends in the industry.
19.15 – 22.30/45	<b>Optional DINNER Event (Pre-registration is required)</b> Dinner at a magic area in the Algarve - located on walking distance of the hotel, sea and sunset in front of you – MSPA created a unique and private area, with fabulous food, drinks, Portuguese entertainment and a magnificent view. You do not want to miss this! Excellent food, wines and network possibilities in an informal atmosphere. Dinner and drinks are included to the dinner fee. We will depart from the lobby of the Grande Real Santa Eulalia Hotel at 19.15 hrs and at 22.45/23.00 hrs the dinner is closed and we can walk back to the hotel. HOWEVER in case you are not quite ready to end the evening, you are welcome to join us at Le Club, who open their doors to MSPA and others this evening. Located on walking distance of the restaurant as well as the hotel. Going back to the hotel is a 2-minute walk.

